



**UNITED NATIONS
UNIVERSITY**

**LOCAL RECRUITMENT
Tokyo, Japan**

VACANCY ANNOUNCEMENT

Japan Outreach Specialist (Personnel Service Agreement - PSA)

Organisational Unit : United Nations University – Office of Communications

Reference Number : 2017/UNU/HQ/OC/PSA/JOS/25

Applications to : *By email:* japanoutreach@unu.edu

Closing Date : Monday, 29 May 2017 at 17:00 JST

United Nations University Objectives:

The United Nations University (UNU) is an international community of scholars engaged in research, postgraduate training and dissemination of knowledge in furtherance of the purposes and principles of the United Nations (UN), its Peoples and Member States. It serves as a think tank for the UN system, contributes to capacity building particularly in developing countries, and serves as a platform for new and creative ideas and dialogue. In addition to the UNU Headquarters in Tokyo, UNU has more than fifteen institutes and programmes worldwide. For more information please visit <http://unu.edu>.

Office of Communications:

The Office of Communications (OC) at UNU Centre in Tokyo implements and oversees the UNU's communications strategy, including web, visual identity, branding, media relations, and content development/delivery in English and Japanese. The OC works in collaboration with communications focal points across the University's global network of institutes and programmes to best articulate and meet UNU communications goals.

Specifically, the OC:

- develops and maintains UNU's core web platform, with input from institutes and stakeholders;
- leads development of UNU's brand/identity and guides its implementation and elaboration;
- establishes the editorial tone and style for core communications outputs (such as the University website, Our World web magazine, annual report, and promotional and PR materials), and provides editorial guidance and support;
- coordinates local and international media activities with press and media outlets, often in collaboration with focal points and partners;

- employs social media channels to further the reach of UNU's output.

Responsibilities

Working under the supervision of the Head of Communications, and in close cooperation with other Office of Communications staff, the Japan Outreach Specialist will:

Strategy

- Develop and implement a comprehensive media and stakeholder outreach strategy to raise the overall profile of UNU in Japan.
- Provide regular insight and advice to the Head of Communications on media and stakeholder relations opportunities in Japan.

Media Outreach

- Pitch UNU's research, activities, and experts to Japanese journalists and media agencies (through press releases, media advisories, interviews, press conferences, feature stories, social media, etc.) to increase the positive coverage of UNU in Japanese media.
- Identify media opportunities in the Japanese market that align with UNU research areas and expertise, and work with relevant colleagues to capitalise on those opportunities.
- Seek out and facilitate media interviews with UNU personnel, and provide pre-interview assistance (coaching, preparation of key messages/background materials, etc.)
- Develop, maintain, and track relationships with high-value media representatives in Japan. Build and develop media lists for effective news dissemination.
- Monitor UNU media coverage in Japan and prepare/disseminate regular reports to internal and external stakeholders, including monthly and annual media coverage reports.
- Organise press events (press conferences, press briefings, 1-on-1 interviews) and develop/produce associated Japanese-language media kits.
- Promptly respond to media inquiries from Japanese outlets, representing UNU in a professional manner.

Stakeholder Outreach

- Identify opportunities, and propose strategies, for the UNU to get more involved in events, activities, and initiatives taking place in Japan.
- Develop and maintain a comprehensive UNU Japanese stakeholder list to enhance communication efforts. Help identify and engage with influential Japanese agencies/personalities who can amplify UNU's work among their networks in Japan.
- Manage and grow UNU's Japanese social media accounts on Twitter and Facebook. Propose additional platforms of potential use to UNU outreach efforts in Japan.
- Manage UNU's website presence in Japanese on <https://jp.unu.edu> and <https://ourworld.unu.edu/jp/>. Ensure Japanese content is refreshed and up to date.
- Translate, where appropriate, English material into Japanese and coordinate English/Japanese translations. Edit and proofread Japanese content.
- Propose and facilitate the creation of UNU Japanese-language marketing materials as needed.
- Propose, develop, and coordinate UNU outreach events and activities in Japan as needed.
- Conduct other duties as assigned.

Required Qualifications and Experience:

- Exemplary Japanese and English reading, speaking and writing skills
- Minimum 5 years of experience handling media relations in Japan
- Minimum 5 years of experience with stakeholder outreach efforts in Japan
- Strong knowledge of social media platforms and best practices
- Strong knowledge of communications and marketing theory and practice

- Good understanding of Japanese media and political landscape (domestic and international)

Remuneration:

Remuneration will be commensurate with the qualifications and experience of the successful candidate.

Duration of Contract:

This is full-time employment on a (12) month Personnel Service Agreement (PSA) contract with UNU, with the possibility for renewal subject to satisfactory work performance. The combined duration of appointments shall not exceed six (6) years.

This is a locally recruited post and no relocation allowances apply. The successful candidate will be employed under a local contract and will not hold international civil service status nor be a “staff member” as defined in the UN Staff Rules and Regulations. UNU does not sponsor a working visa for this position.

Starting Date: As soon as possible.

Application Procedure:

Interested applicants should submit their application materials by email to japanoutreach@unu.edu. Applications must include the following:

1. cover letters, one in English and one in Japanese, detailing how your qualifications and experience match the requirements of the position, and what specific contributions you can make to the organisation;
2. a curriculum vitae (resume) – please include links (or separate files) to any recent work that demonstrates your skills. This can include writing samples, website links, campaign materials etc.
3. a completed and signed [UNU Personal History \(P.11\) form](#) downloadable from [UNU website](#). Please do not use similar forms provided by other UN agencies;
4. indication of the vacancy announcement reference number: **2017/UNU/HQ/OC/PSA/JOS/25**

The United Nations shall place no restrictions on the eligibility of men and women to participate in any capacity and under conditions of equality in its principal and subsidiary organs. (Charter of the United Nations - Chapter 3, article 8)